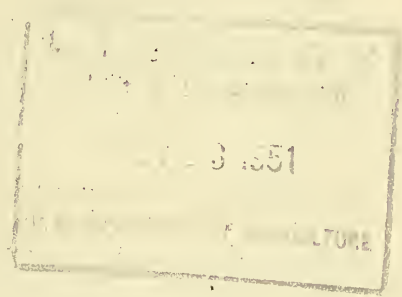


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762

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN
AUGUST 1951



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
September 1951

iculture--Washington

FOREWORD

This report presents data on consumer purchases during August 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
AUGUST 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Household purchases of frozen concentrated orange juice and canned single strength orange juice during August 1951 were at record levels for any month of the last two seasons. Purchases of fresh oranges, frozen concentrated orange juice, and canned single strength orange juice during the month were equivalent to 4,621,000 boxes of fresh fruit, an increase of 4 percent over the preceding month and 29 percent larger than in August 1950. For the season to date (October 1950-August 1951), purchases exceeded those of the same period last season by 11 percent.

During August, frozen concentrated orange juice and canned single strength orange juice purchases were almost equal (fresh equivalent basis), each representing 34 percent of the total. Each exceeded fresh orange purchases during the month, whereas fresh orange purchases were considerably the largest during August 1950. Although the average price paid for fresh oranges in August was slightly higher than a year ago, those paid for frozen concentrated orange juice and canned orange juice were considerably below last year and the lowest reported for any month of the last two seasons. Purchases of canned orange juice and frozen concentrated orange juice (single strength basis) were each substantially above those of any other juice.

Householders purchased 497,000 boxes of fresh lemons in August, 7 percent more than in August 1950 but about 15 percent less than in July. Purchases of canned lemon juice in August declined 21 percent from July but were 21 percent above the level of August 1950. The average price of 9.8 cents per 5½-ounce can in August was the lowest of any month in the past two seasons.

Household purchases of fresh grapefruit, frozen concentrated grapefruit juice, and canned single strength grapefruit juice in August 1951 were equivalent to 1,584,000 boxes of fresh fruit, seasonally lower than in July but 53 percent more than in August a year ago. Purchases of fresh grapefruit in August exceeded those of August 1950 by 55 percent. Purchases of canned single strength grapefruit juice continued at a high level--1,190,000 cases (equivalent No. 2 cans)--while the average price paid by householders declined to 22.6 cents per 46-ounce can, the lowest of any month this season or last season. For the second consecutive month, purchases of canned grapefruit juice exceeded those of canned tomato juice. Household purchases of canned tomato juice in August amounted to 1,185,000 cases (equivalent No. 2 cans), slightly more than in July but 8 percent less than in August 1950.

Date purchases by householders amounted to 403 tons during August, of which 33 percent were identified as domestic and 59 percent as imported. Consumers paid higher prices of 35.2 cents per pound for domestic dates and 48.7 cents for imported dates. Dried prune purchases equaled 2,639 tons, 17 percent below purchases in August 1950, while the average price paid per pound, 27.3 cents, was the highest reported during the past two seasons. Household purchases of 328,000 cases (equivalent No. 2 cans) of prune juice in August were 13 percent below those of a year ago, while the average price paid per 32-ounce bottle was nearly 5 cents higher.

FROZEN CONCENTRATED JUICES

During August 1951, householders purchased a record volume of 2,022,000 gallons of frozen concentrated orange juice (fig. 3). This represented an increase of about 15 percent over the volume purchased during each of the preceding 3 months and was 5 percent above the previous record of 1,917,000 gallons bought in February 1951. As a result of higher yields of frozen concentrated juice per box of fresh fruit than during the preceding season, purchases on a fresh equivalent basis were slightly below those of last February. For the season to date (October 1950-August 1951), household purchases of frozen concentrated orange juice exceeded those of the same period a year ago by 58 percent. August purchases were 55 percent larger than during the same month last year.

Consumers paid an average price of 21.3 cents per 6-ounce can for frozen concentrated orange juice, slightly less than in July and the lowest average price reported by householders since this series began (October 1949) (fig. 3). There was little change in the average size of consumer purchases--13.2 ounces, compared with 13.1 in July--while the proportion of families buying increased to 20.3 percent from 18.9 percent. The increase in total purchases during the month, therefore, was the result of both an increase in proportion of families buying the product and in the number of purchases per buying family (table 5).

Frozen concentrated grapefruit juice purchases by householders totaled 63,000 gallons during August 1951, at an average price of 16.3 cents per 6-ounce can (fig. 4). Purchases of frozen concentrated orange-grapefruit blended juice amounted to 46,000 gallons, at an average price of 18.1 cents per 6-ounce can.

CANNED JUICES

In August 1951, householders purchased more canned single strength orange juice than in any month since this series began in October 1949 (fig. 5). This was the third successive month in which purchases of orange juice exceeded those of canned tomato juice. Household purchases of orange-grapefruit blended juice increased slightly from July, while purchases of canned single strength grapefruit juice remained about the same. Pineapple and tomato juice purchases increased slightly in August compared with July (fig. 6). Average prices paid by householders for all canned single strength citrus juices continued to decrease in August; prices paid for tomato and pineapple juice showed little change. The proportion of families buying canned single strength orange, orange-grapefruit blended, and tomato juices increased, while the proportion of families buying canned grapefruit juice and pineapple juice declined (table 2).

Householders purchased more canned single strength orange juice during August 1951 than any other canned single strength juice. Purchases of 2,166,000 cases (equivalent No. 2 cans) were about 22 percent larger than in July and about 75 percent larger than in August a year ago (table 2). Canned orange juice purchases during the month exceeded

those of canned tomato juice by 83 percent. The average price paid for orange juice declined 3 cents per 46-ounce can from July and was 25.1 cents in August; this was a decrease of about 13 cents per can from August 1950. The proportion of families buying canned orange juice in August--19.0 percent--continued to be above that for any of the other canned juices.

Purchases of canned single strength grapefruit juice by householders in August totaled 1,190,000 cases (equivalent No. 2 cans) and were larger than tomato juice purchases for the second consecutive month. Purchases of grapefruit juice were practically unchanged from July but continued to be considerably larger than in the same month a year ago (table 2). The average price paid for canned grapefruit juice continued the decline that began in May 1951 and averaged 22.6 cents per 46-ounce can in August. The proportion of families buying decreased slightly from July to 11.7 percent.

Household purchases of canned single strength orange-grapefruit blended juice totaled 537,000 cases (equivalent No. 2 cans) in August, an increase of about 8 percent from July and 31 percent from August a year ago. The average price paid for orange-grapefruit blended juice continued to decrease and averaged 24.5 cents per 46-ounce can in August (fig. 5).

Consumer purchases of canned tomato juice amounted to 1,185,000 cases (equivalent No. 2 cans) in August, slightly more than in July but considerably less than in August 1950 (fig. 6). The average price consumers paid for tomato juice in August--28.6 cents per 46-ounce can--was almost unchanged from the previous month.

Consumers purchased 954,000 cases (equivalent No. 2 cans) of canned pineapple juice in August, about the same quantity as in July but considerably more than in August a year ago (fig. 6). The average price paid for pineapple juice declined slightly in August, averaging 34.1 cents per 46-ounce can.

Canned single strength lemon juice purchases by householders declined in August to 81,000 cases (equivalent No. 2 cans). A similar decrease occurred from July to August last year. The average price paid per 5½-ounce can declined to 9.8 cents in August, the lowest level reported during the past two seasons. The proportion of families buying canned lemon juice decreased to 4.9 percent in August from 5.7 percent in July (table 2).

Householders purchased 328,000 cases (equivalent No. 2 cans) of prune juice in August 1951, slightly more than in July but considerably less than in August 1950 (fig. 9). The price paid for prune juice averaged 32.6 cents per 32-ounce bottle, about the same as in July but considerably above the average of 28 cents in August 1950. The proportion of families buying prune juice was almost unchanged in August.

FRESH CITRUS FRUIT

Average prices paid by householders for fresh oranges, grapefruit, and lemons in August were higher than those in July or in August a year ago (table 3). Household purchases of fresh lemons in August, although at a high summer level, were 15 percent below those in the preceding month. Purchases of lemons and grapefruit were above those in August 1950, while purchases of oranges were slightly lower.

Household consumers purchased 497,000 boxes of lemons in August 1951, about 7 percent more than in August a year ago but about 15 percent less than in July 1951 (fig. 8). About 34 percent of all families bought fresh lemons during August 1951, a decrease from the seasonal peak of 38 percent in July but slightly above the proportion purchasing in August 1950 (table 3). Consumers paid an average price of 43.5 cents per dozen for lemons in August, compared with 40.4 cents in July and 40.3 cents in August a year ago.

Purchases of fresh oranges by householders totaled 1,478,000 boxes during August 1951, a decrease of about 15 percent from July but about the same as in August 1950 (table 3). About 31 percent of all families bought fresh oranges in August, the same as a year ago but below the 34 percent that made purchases in July. Purchases of California-Arizona oranges in August--1,143,000 boxes--were almost the same as in July and in August a year ago (fig. 7). The average price of 44 cents per dozen paid for California-Arizona oranges in August was 6 cents higher than in July and 3 cents above August a year ago. About 25 percent of all families purchased California-Arizona oranges during August, practically the same as in July and in August 1950. Purchases of Florida oranges continued their seasonal decline, totaling 149,000 boxes, slightly higher than in August 1950.

Householders purchased a total of 267,000 boxes of fresh grapefruit during August, which was slightly over half of the total purchased during July (fig. 8). Grapefruit purchases in August 1951 exceeded those in August a year ago by about 55 percent. Consumers paid an average of about \$1.00 per dozen for fresh grapefruit in August, compared with 86 cents a year ago.

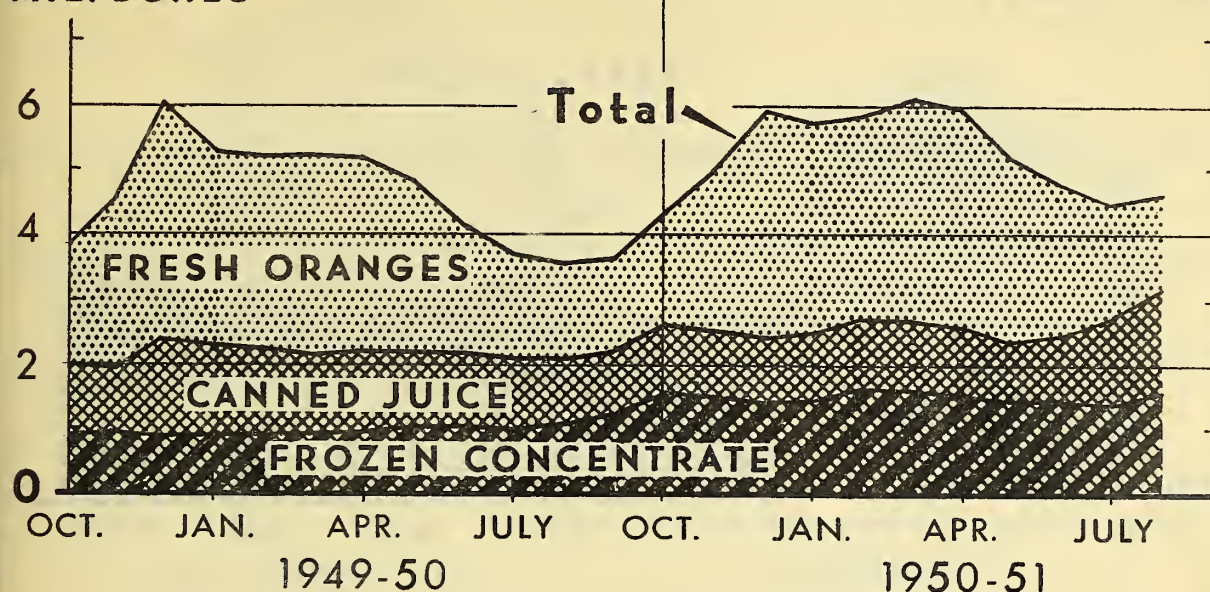
DRIED FRUIT

Date purchases by householders during August 1951 amounted to 403 tons (table 4). Dates identified as domestic represented 33 percent of the total; imported dates, 59 percent; and the remainder was not identified by origin. Householders paid an average of 35.2 cents per pound for domestic dates and 48.7 cents per pound for imported dates. These prices were considerably above those paid in July, 32.7 cents per pound for domestic dates and 41.9 cents for imported dates.

During August 1951, householders bought 2,639 tons of dried prunes, about the same quantity as in July but 17 percent below the amount purchased during August 1950 (fig. 9). For the period (October 1950-August 1951), however, purchases were about 2 percent larger than during the corresponding period last season. Consumers paid an average of 27.3 cents per pound during the month, slightly above July and the highest reported for any month during this series (October 1949-August 1951). While 7.4 percent of the families bought dried prunes during August, a gain over the 6.9 percent during July, the increase was offset by the smaller average size of household purchases, 22 ounces per purchase, compared with 23 ounces during the previous month (table 7).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

Period	Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Fresh oranges		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,505	911 4/	1,068	1,097	1,686	1,868	4,359	3,876 4/
November	1,508	958 4/	1,061	1,013	2,266	2,556	4,835	4,527 4/
December	1,412	867 4/	1,056	1,544 4/	3,415	3,633	5,883	6,044 4/
October-December 3/	4,938	2,998 4/	3,464	4,047	7,985	8,808	16,387	15,853 4/
January	1,463	873	1,050	1,397	3,216	3,032	5,729	5,302
February	1,619	900	1,141	1,360	3,083	2,964	5,843	5,224
March	1,600	907	1,119	1,260	3,375	3,106	6,094	5,273
October-March 3/	10,044	5,908 4/	7,058	8,414	18,498	18,678	35,600	33,000 4/
April	1,546	937	1,043	1,259	3,401	3,002	5,990	5,198
May	1,440 4/	1,027	944	1,186	2,796	2,620	5,180 4/	4,833
June	1,444	1,039	1,013	1,151	2,296	1,965	4,753	4,155
October-June 3/	14,841	9,154 4/	10,284	12,335	27,632	26,860	52,757	48,349 4/
July	1,383	1,006	1,306	1,097	1,749	1,622	4,438	3,725
August	1,573	1,080	1,570	1,000	1,478	1,499	4,621	3,580
September		1,214		987		1,437		3,638
Season 3/		12,726 4/		15,677		31,797		60,200 4/

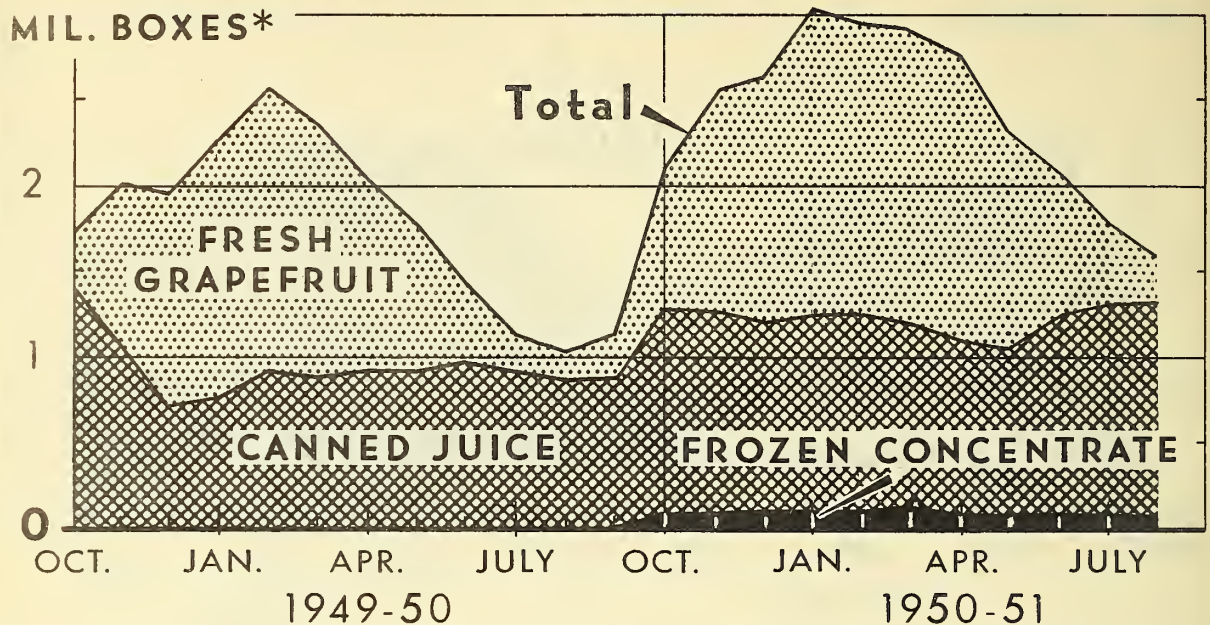
1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

Period	Frozen concentrated grapefruit juice 1/		Canned single-strength grapefruit juice 2/		Fresh grapefruit		Total	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	105	-----	1,181	1,390	830	334	2,116	1,724
November	98	-----	1,151	1,065	1,319	953	2,568	2,018
December	102	-----	1,096	710 4/	1,425	1,255	2,623	1,965 4/
October-December 3/	335	-----	3,756	3,389	3,925	2,851	8,016	6,240
January	101	-----	1,139	745	1,810	1,533	3,050	2,278
February	107	-----	1,152	912	1,709	1,670	2,968	2,582
March	125	-----	1,081	880	1,713	1,477	2,919	2,357
October-March 3/	698	-----	7,431	6,148	9,687	7,929	17,816	14,077
April	87	-----	1,017	924	1,660	1,123	2,764	2,047
May	82	-----	969	922	1,263	861	2,314	1,783
June	94	-----	1,155	993	804	422	2,053	1,415
October-June 3/	989	-----	10,847	9,220	13,587	10,531	25,523	19,751
July	84	-----	1,232	929	455	214	1,771	1,143
August	70	-----	1,247	863	267	172	1,584	1,035
September		-----		874		262		1,136
Season 3/		-----		12,100		11,212		23,312

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

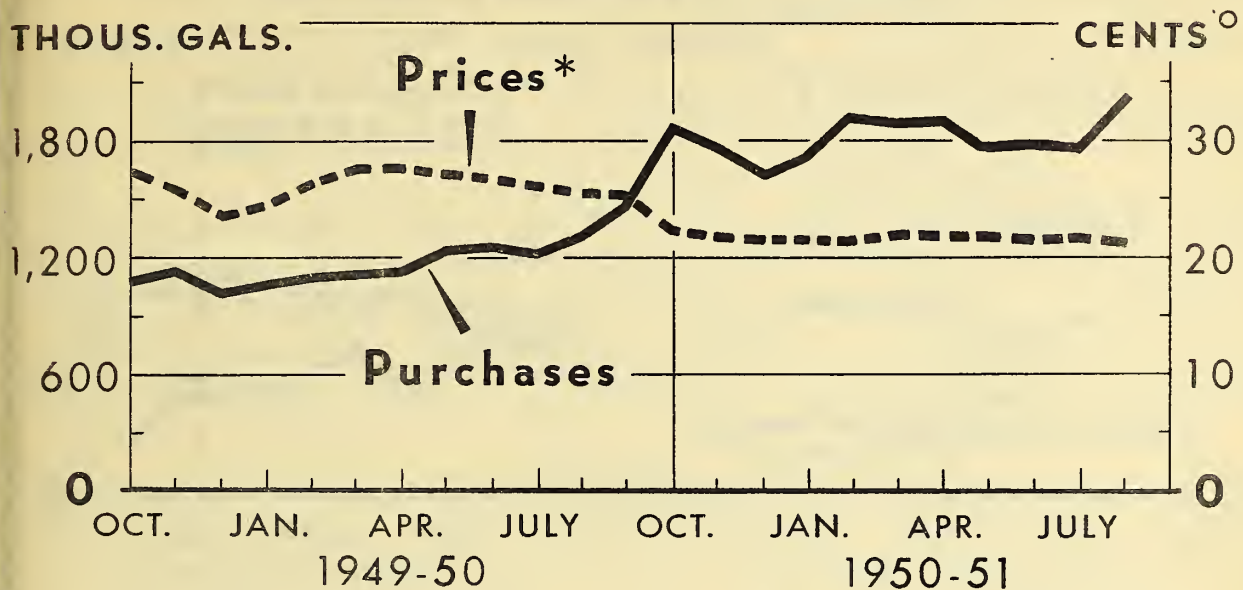
2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS ^oPER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48004-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

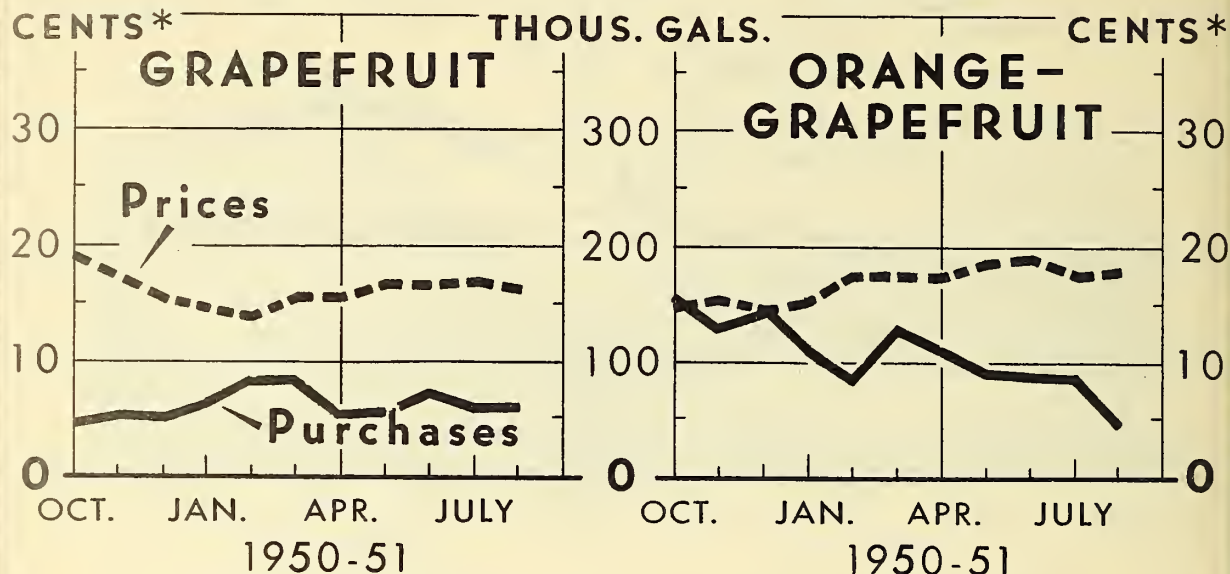
Period	Purchases		Average prices per 6 oz. can	
	1950-51	1949-50	1950-51	1949-50
	1,000 gallons	1,000 gallons	Cents	Cents
October	1,865	1,076	22.1	27.3
November	1,762	1,131	21.7	25.9
December	1,638	1,024	21.6	23.7
October-December 1/	5,747	3,540		
January	1,716	1,057	21.6	24.4
February	1,917	1,089	21.5	26.4
March	1,872	1,098	22.1	27.7
October-March 1/	11,752	7,063		
April	1,892	1,134	21.9	27.8
May	1,768 2/	1,243	21.9	27.2
June	1,775	1,258	21.6	26.3
October-June 1/	17,635	10,993		
July	1,756	1,218	21.8	26.1
August	2,022	1,308	21.3	25.7
September		1,470		25.5
Season 1/		15,318		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

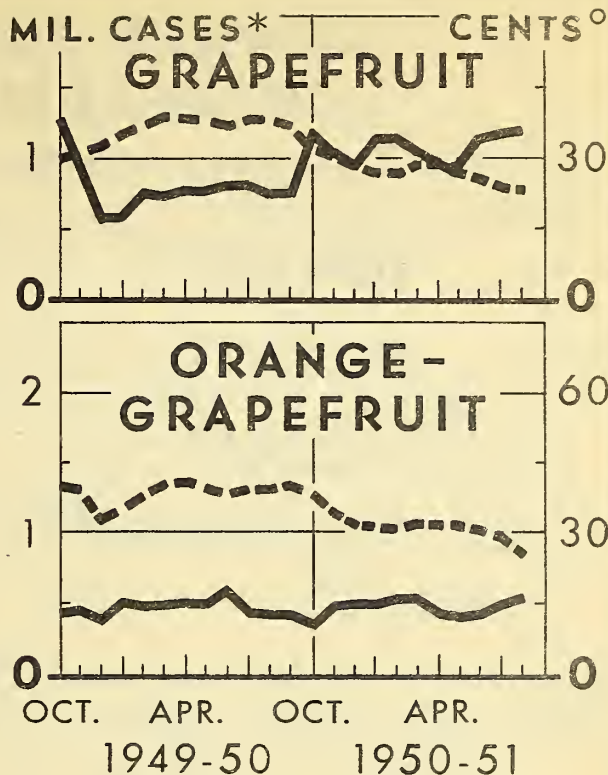
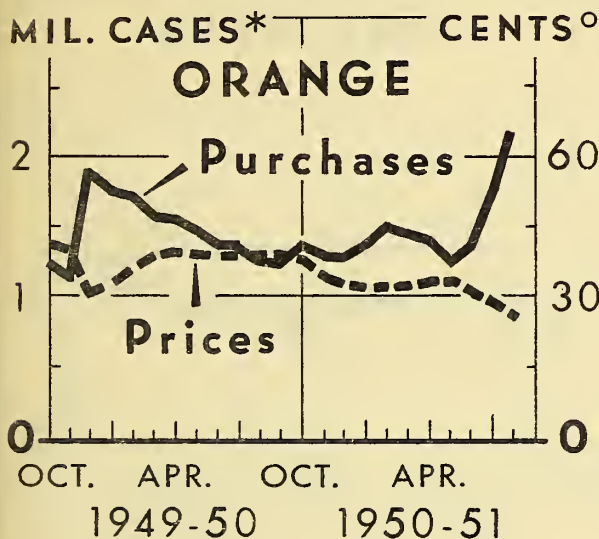
Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

Period	Grapefruit		Orange-grapefruit blend	
	Purchases	Average prices per 6 oz. can	Purchases	Average prices per 6 oz. can
	<u>1,000 gallons</u>	<u>Cents</u>	<u>1,000 gallons</u>	<u>Cents</u>
1950-51				
October	45	19.1	157	14.8
November	51	17.4	129	15.4
December	50	15.6	142	14.5
October-December 1/	165		462	
January	63	14.8	111	15.1
February	83	13.9	86	17.4
March	84	15.6	129	17.5
October-March 1/	419		813	
April	51	15.5	111	17.4
May	55	16.8	91	18.5
June	72	16.6	88	19.1
October-June 1/	619		1,130	
July	60	17.1	85	17.4
August	63	16.3	40	18.1
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24 #2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.-- Canned citrus juices: Consumer purchases and prices paid, October 1949 to date

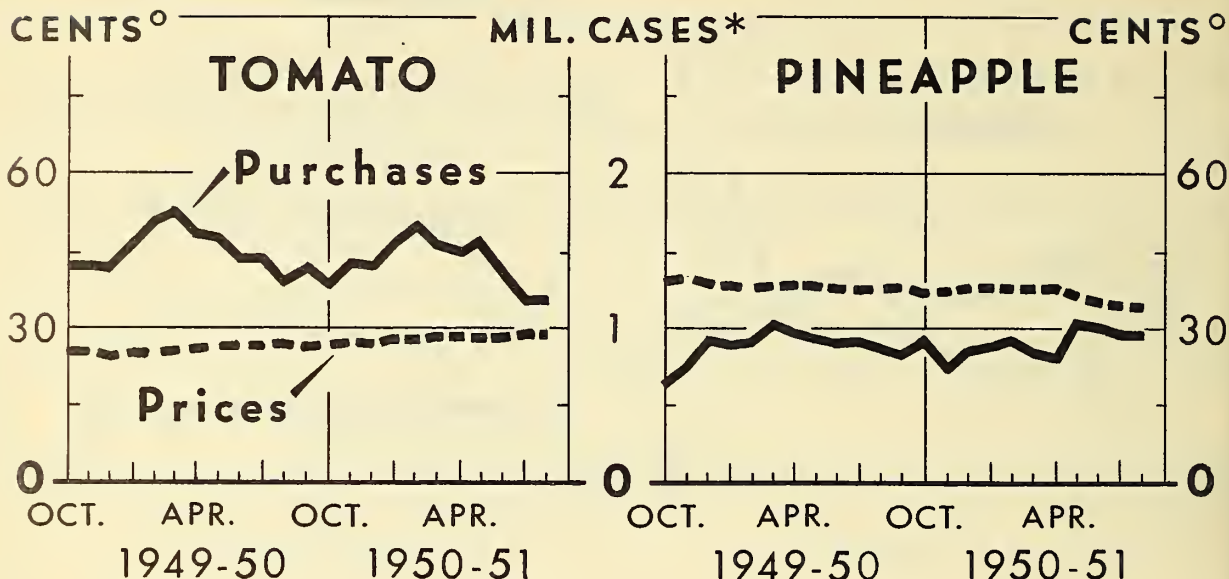
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1950-51 ¹	1949-50 ²	1950-51 ¹	1949-50 ²	1950-51 ¹	1949-50 ²	1950-51 ¹	1949-50 ²	1950-51 ¹	1949-50 ²	1950-51 ¹	1949-50 ²
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
Oct.	1,357	1,260	37.3	41.1	1,117	1,282	31.6	30.0	364	439	38.0	40.4
Nov.	1,284	1,137	33.7	39.6	1,022	919	30.3	30.8	489	461	33.7	39.3
Dec.	1,272	1,890	32.1	30.4	956	573	28.5	32.2	499	388	31.6	33.0
Oct.-Dec. 2/	4,248	4,770			3,390	2,967			1,485	1,385		
Jan.	1,368	1,763	31.5	32.3	1,138	570	27.3	35.2	499	500	31.1	34.8
Feb.	1,490	1,722	32.0	36.2	1,135	765	27.0	36.4	536	476	30.7	37.9
March	1,456	1,570	32.3	38.4	1,049	723	27.8	38.5	537	490	31.8	39.9
Oct.-March 2/	8,931	10,275			7,012	5,214			3,193	2,961		
April	1,403	1,565	33.2	39.1	975	768	28.4	38.0	429	498	32.0	40.5
May	1,261	1,462	33.3	38.4	931	767	28.0	37.8	405	494	32.3	39.2
June	1,358	1,365	31.0	37.8	1,138	798	25.6	36.6	426	588	30.1	38.0
Oct.-June 2/	13,251	15,068			10,325	7,737			4,557	4,674		
July	1,775	1,366	28.1	37.9	1,192	808	23.8	37.6	499	428	27.7	38.8
Aug.	2,166	1,236	25.1	38.4	1,190	744	22.6	37.7	537	411	24.5	39.3
Sept.		1,215		38.4		755		36.0		414		39.8
Season 2/		19,200				10,222				6,041		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24#2's

○ PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.6.—Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

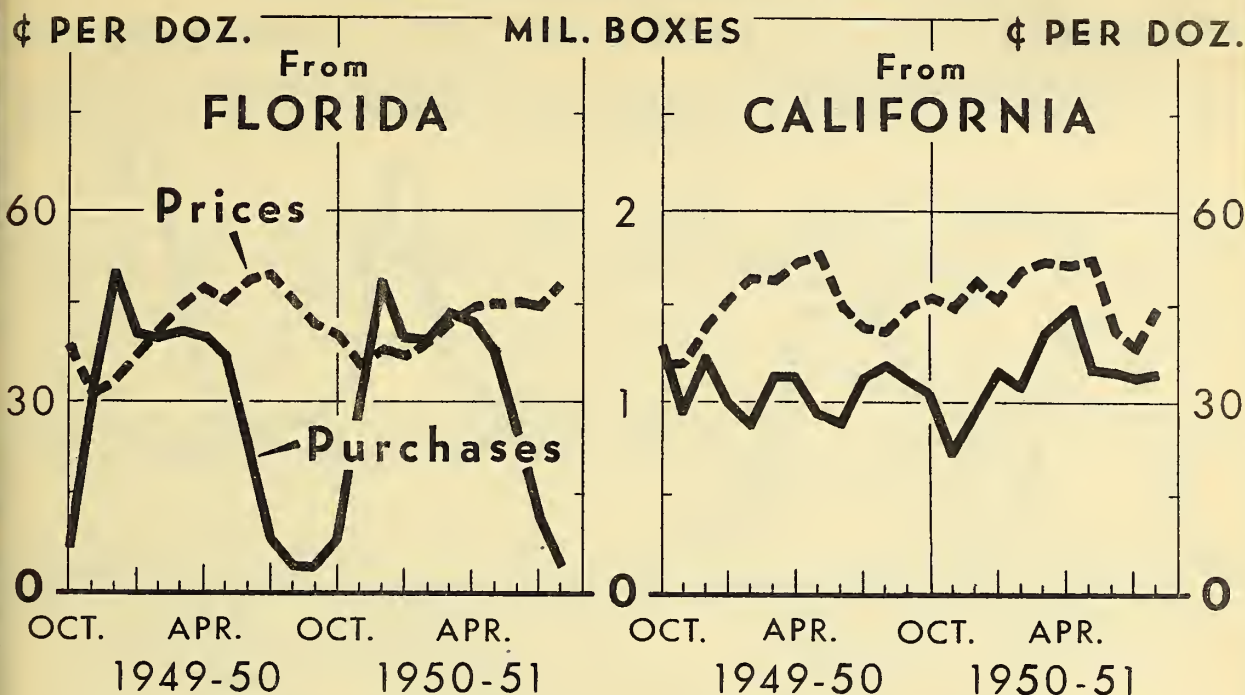
Period	Tomato				Pineapple			
	Purchases		Average prices per 46 oz. can		Purchases		Average prices per 46 oz. can	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,293	1,396	27.1	24.8	915	656	37.2	39.1
November	1,426	1,413	27.4	24.8	757	762	37.4	39.7
December	1,416	1,393	27.5	24.6	857	924	37.7	38.9
October-December 2/	4,499	4,562			2,750	2,559		
January	1,580	1,545	28.0	25.6	892	901	37.7	38.4
February	1,641	1,692	27.9	25.6	925	919	37.4	38.2
March	1,529	1,754	28.3	26.1	829	1,027	37.4	37.9
October-March 2/	9,591	9,993			5,648	5,685		
April	1,493	1,610	28.3	26.5	808	990	38.0	38.3
May	1,547	1,578	28.2	26.9	1,023	938	36.4	38.4
June	1,344	1,452	28.3	26.9	1,000	920	34.8	38.0
October-June 2/	14,346	15,015			8,754	8,772		
July	1,176	1,452	28.7	26.9	951	927	34.5	37.8
August	1,185	1,293	28.6	27.4	954	871	34.1	37.9
September		1,394		26.9		838		38.0
Season 2/		19,480				11,626		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

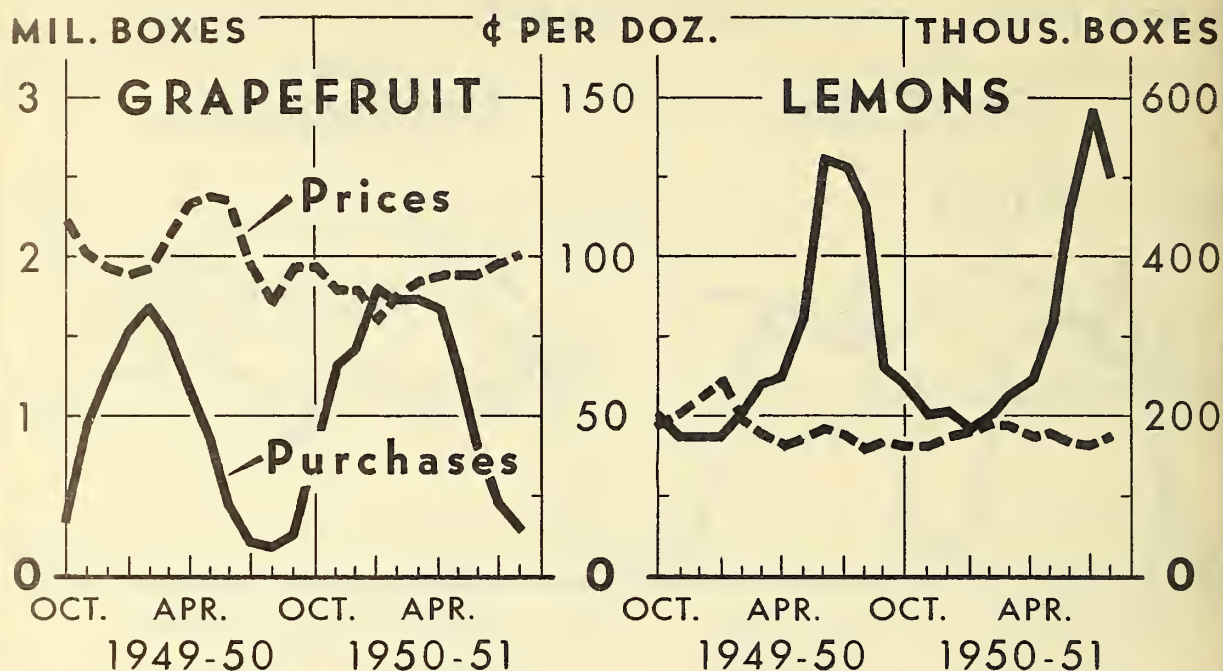
Fig.7.--Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	278	218	40.5	38.6	1,045	1,293	46.5	36.0
December	999	1,029	35.6	31.2	738	945	45.4	36.1
October-December 1/	1,640	1,664	38.3	32.9	938	1,231	49.4	42.1
	3,247	3,288			2,865	3,698		
January	1,333	1,346	36.8	37.0	1,152	1,003	45.9	46.0
February	1,327	1,331	39.4	41.1	1,074	887	50.7	49.4
March	1,451	1,365	42.1	44.5	1,370	1,123	52.1	49.0
October-March 1/	7,713	7,697			6,797	6,947		
April	1,412	1,340	44.6	48.0	1,472	1,121	51.8	52.3
May	1,243	1,229	45.1	46.3	1,171	934	52.3	53.2
June	830	778	45.7	48.8	1,150	902	41.0	44.6
October-June 1/	11,458	11,338			10,859	10,092		
July	403	258	44.8	50.2	1,123	1,135	38.5	41.5
August	149	122	48.3	46.2	1,143	1,183	44.2	40.9
September		120	42.1			1,107		44.9
Season 1/		11,863				13,807		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

GRAPEFRUIT AND LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018 XX BUREAU OF AGRICULTURAL ECONOMICS

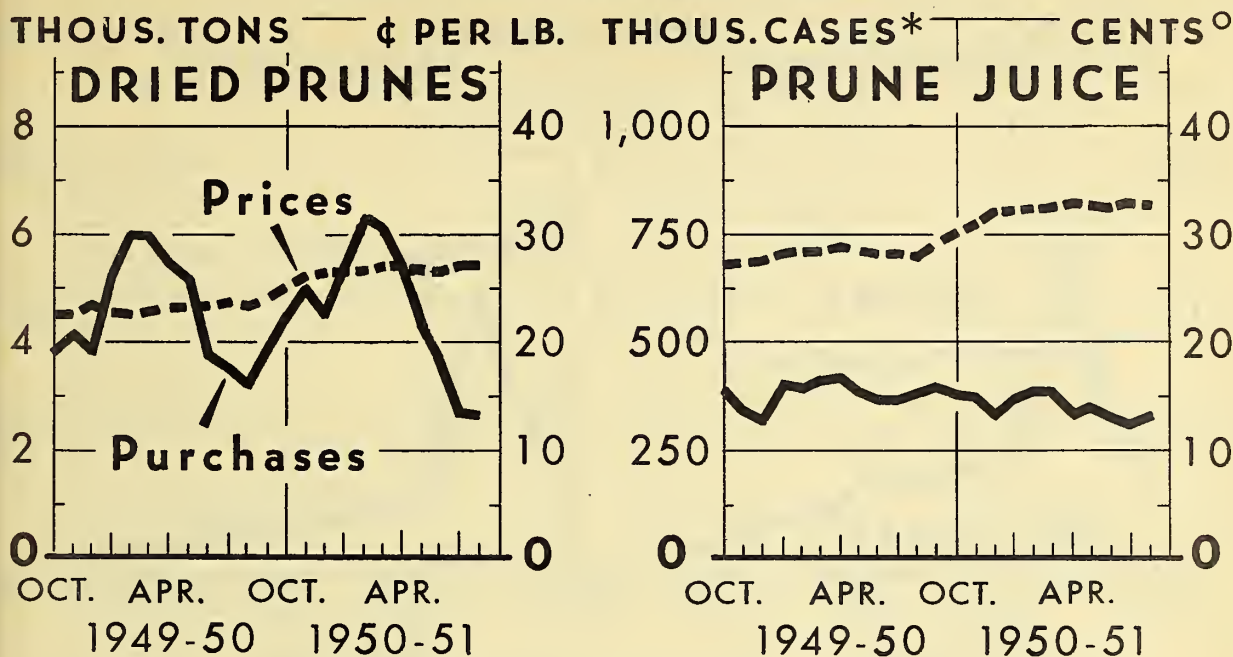
Fig.8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

Period	Grapefruit				Lemons			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	830	334	96.9	110.5	236	199	40.5	46.8
November	1,319	953	88.5	100.7	201	174	40.8	51.0
December	1,425	1,255	88.5	96.2	204	172	42.8	55.9
October-December 1/	3,925	2,851			691	588		
January	1,810	1,533	80.6	93.8	193	172	44.8	61.3
February	1,709	1,570	87.3	96.3	200	204	48.1	48.1
March	1,713	1,477	91.8	106.4	224	242	46.9	44.4
October-March 1/	9,687	7,929			1,365	1,257		
April	1,660	1,123	94.0	117.4	246	249	42.3	40.8
May	1,263	861	94.3	118.9	314	320	44.5	42.4
June	804	422	93.7	116.5	466	519	41.8	45.5
October-June 1/	13,687	10,531			2,508	2,432		
July	455	214	97.8	97.4	584	512	40.4	44.4
August	267	172	100.1	85.5	497	464	43.5	40.3
September		262		96.6		257		41.8
Season 1/		11,212				3,772		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.9.—Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

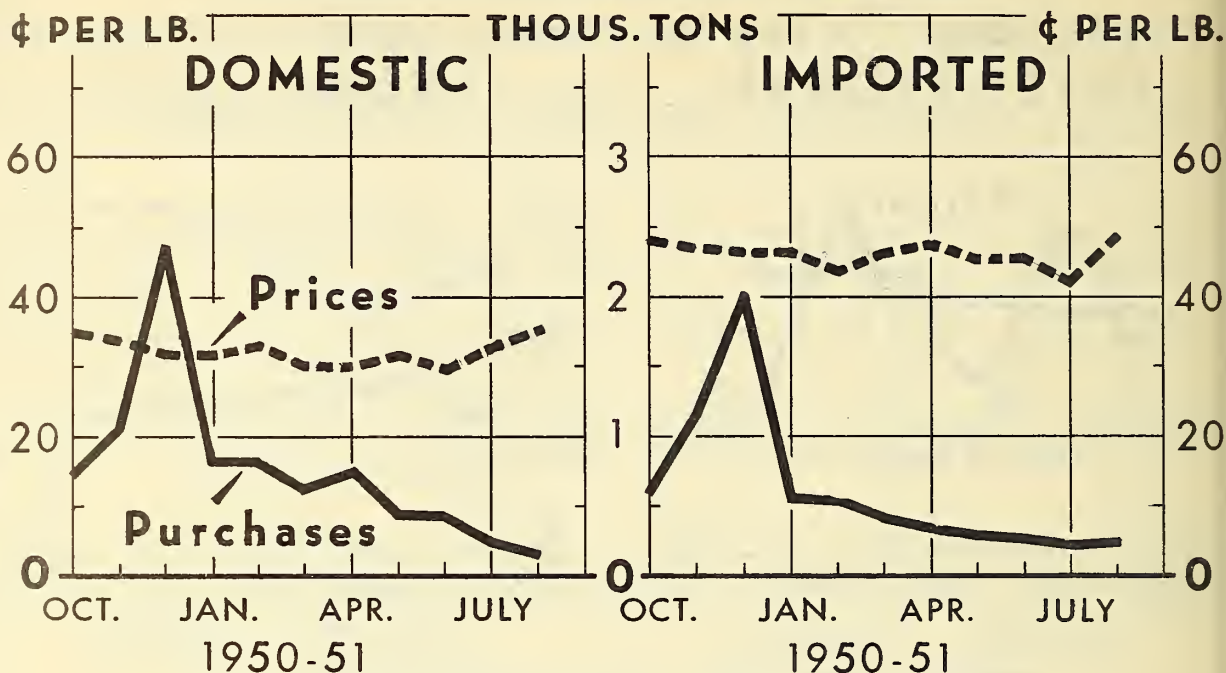
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50	1950-51	1949-50
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,485	3,804	25.0	22.6	381	383	30.1	27.1
November	4,996	4,120	26.0	22.6	373	337	30.9	27.3
December	4,541	3,840	26.4	23.6	328	317	32.0	27.5
October-December 2/	15,625	12,846			1,189	1,137		
January	5,364	5,222	26.6	22.7	368	402	32.2	28.1
February	5,318	5,980	26.7	22.6	387	393	32.3	28.4
March	6,075	5,952	27.1	22.8	386	408	32.4	28.5
October-March 2/	35,037	31,512			2,439	2,459		
April	5,405	5,528	27.1	23.0	334	417	32.9	28.7
May	4,304	5,174	26.7	23.1	354	386	32.6	28.5
June	3,667	3,756	26.8	23.2	324	369	32.4	28.4
October-June 2/	49,393	46,962			3,528	3,736		
July	2,686	3,507	27.2	23.7	307	368	32.7	28.4
August	2,639	3,193	27.3	23.3	328	379	32.6	28.0
September		3,872		23.9		395		29.3
Season 2/		58,253				4,978		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.10.--Dates: Consumer purchases and prices paid, October 1950 to date

Period	Domestic		Imported	
	Purchases	Average prices per pound	Purchases	Average prices per pound
	<u>Tons</u>	<u>Cents</u>	<u>Tons</u>	<u>Cents</u>
1950-51				
October	729	35.0	596	48.2
November	1,073	34.0	1,178	47.0
December	2,371	32.0	2,029	46.6
October-December 1/	4,643		4,153	
January	815	31.7	562	46.6
February	824	32.8	537	43.6
March	625	30.3	410	46.4
October-March 1/	7,077		5,805	
April	725	30.0	315	47.7
May	428	31.7	284	45.0
June	413	29.7	240	45.5
October-June 1/	8,714		5,695	
July	226	32.7	209	41.9
August	133	35.2	237	48.7
September				
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, August 1951, July 1951, and August 1950 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Orange juice			
August 1951	2,022	20.3	21.3
July 1951	1,756	18.9	21.8
August 1950	1,308	15.0	25.7
Grapefruit juice			
August 1951	63	1.2	16.3
July 1951	60	1.0	17.1
August 1950 <u>2/</u>	-	-	-
Orange-grapefruit blend			
August 1951	46	1.0	18.1
July 1951	86	1.5	17.4
August 1950 <u>2/</u>	-	-	-
Grape juice			
August 1951	182	4.2	21.8
July 1951	186	4.3	22.1
August 1950	94	2.4	26.3
Total <u>3/</u>			
August 1951	2,365	22.4	
July 1951	2,143	20.7	
August 1950	1,573	16.3	

1/ Each month represents a 4-week period.

2/ Information not available.

3/ Total includes small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, August 1951, July 1951, and August 1950 ^{1/}

Commodity	: Consumer pur- : chases cases : of 24 No. 2's: : 1,000 cases	: Percentage of : families : buying : Percent	: Average price : per 46-oz. : can ^{2/} : Cents
Orange	:	:	:
August 1951	: 2,166	19.0	25.1
July 1951	: 1,775	16.8	28.1
August 1950	: 1,236	13.3	38.4
Grapefruit	:	:	:
August 1951	: 1,190	11.7	22.6
July 1951	: 1,192	12.3	23.8
August 1950	: 744	8.7	37.7
Orange-grapefruit blend	:	:	:
August 1951	: 537	6.5	24.5
July 1951	: 499	6.1	27.7
August 1950	: 411	5.8	39.3
Lemon	:	:	:
August 1951	: 81	4.9	9.8
July 1951	: 103	5.7	10.4
August 1950	: 67	3.9	14.1
Tomato	:	:	:
August 1951	: 1,185	16.3	28.6
July 1951	: 1,176	16.1	28.7
August 1950	: 1,293	17.6	27.4
Pineapple	:	:	:
August 1951	: 954	13.0	34.1
July 1951	: 951	14.0	34.5
August 1950	: 871	13.3	37.9
Prune	:	:	:
August 1951	: 328	5.5	32.6
July 1951	: 307	5.6	32.7
August 1950	: 379	6.4	28.0
Total ^{3/}	:	:	:
August 1951	: 7,451	51.7	
July 1951	: 7,046	52.2	
August 1950	: 6,076	47.8	

^{1/} Each month represents a 4-week period.

^{2/} Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

^{3/} Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, August 1951, July 1951, and August 1950 1/

Commodity	Consumer purchases : 1,000 boxes	Percentage of families buying: : Percent	Average price per dozen Cents
Oranges			
California-Arizona			
August 1951	1,143	24.9	44.2
July 1951	1,123	25.0	38.6
August 1950	1,183	24.8	40.9
Florida			
August 1951	149	3.8	48.3
July 1951	408	8.1	44.8
August 1950	122	2.7	46.2
Total <u>2/</u>			
August 1951	1,478	30.9	44.6
July 1951	1,749	34.4	40.2
August 1950	1,499	30.9	41.7
Grapefruit			
California-Arizona			
August 1951	118	3.9	89.8
July 1951	156	4.1	88.6
August 1950 <u>3/</u>	-	-	-
Florida			
August 1951	60	1.7	114.8
July 1951	151	4.1	104.6
August 1950 <u>3/</u>	-	-	-
Total <u>4/</u>			
August 1951	267	8.1	100.1
July 1951	455	11.5	97.8
August 1950	172	4.9	85.5
Lemons			
August 1951	497	33.7	43.5
July 1951	584	38.2	40.4
August 1950	464	32.7	40.3

1/ Each month represents a 4-week period.

2/ Includes purchases of Texas oranges and those which were not identified as to origin.

3/ Information not available.

4/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, August 1951, July 1951, and August 1950 1/

Commodity	:	Consumer purchases	:	Percentage of families buying:	Average price per pound
	:	Tons	:	Percent	Cents
Apricots	:		:		
August 1951	:	305	:	1.6	59.4
July 1951	:	392	:	1.5	41.7
August 1950	:	308	:	1.7	51.6
Dates	:		:		
Domestic	:		:		
August 1951	:	133	:	.6	35.2
July 1951	:	226	:	.8	32.7
August 1950 <u>2/</u>	:	-	:	-	-
Imported	:		:		
August 1951	:	237	:	1.6	48.7
July 1951	:	209	:	1.4	41.9
August 1950 <u>2/</u>	:	-	:	-	-
Total <u>3/</u>	:		:		
August 1951	:	403	:	2.4	43.3
July 1951	:	482	:	2.4	36.8
August 1950	:	381	:	1.7	38.8
Peaches <u>4/</u>	:	-	:	-	-
Prunes	:		:		
August 1951	:	2,639	:	7.4	27.3
July 1951	:	2,686	:	6.9	27.2
August 1950	:	3,193	:	8.3	23.3

1/ Each month represents a 4-week period.

2/ Information not available.

3/ Includes purchases of dates which were not identified by origin.

4/ Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned juices and frozen concentrated juices: U. S. total consumer purchases and average prices, August 1951 (4-week period)

Commodity	Purchases				Average prices			
	Percentage of all:		Per 1,000		Size of aver-		Per actual	
	families buying	total all	families	capita	age purchase	unit	No. 2 can	Cents
	Percent	1,000 cases 1/	1,000 cases 1/	Cases 1/	Ounces	Size	Cents	Cents
Canned juices								
Orange	19.0	2,166		14.4	71.3	46 oz.	25.1	10.2
Grapefruit	11.7	1,190		7.9	65.3	46 oz.	22.6	9.1
Orange-gpft. blend	6.5	537		3.6	63.9	46 oz.	24.5	9.8
Tangerine	1.8	131		.9	58.0	46 oz.	23.5	9.6
Lemon	4.9	81		.5	13.8	5 1/2-6 oz.	9.8	33.7
Apple	3.9	287		1.9	50.4	32 oz.	23.3	11.5
Grape	5.5	196		1.3	27.6	32 oz.	37.7	25.3
Pineapple	13.0	954		6.4	50.3	46 oz.	34.1	13.6
Prune	5.5	328		2.2	35.9	32 oz.	32.6	18.5
Tomato	16.3	1,185		7.9	46.7	46 oz.	28.6	12.2
Vegetable combination:	2.5	127		.9	40.9	46 oz.	36.7	15.5
Other juices	2/	269		1.8	35.3	46 oz.	39.9	17.4
Total	51.7	7,451		49.7	52.4			12.2
Frozen concentrated								
juices								
Orange	20.3	2,022		13.5	13.2	6 oz.	21.3	
Grape	4.2	182		1.2	9.1	6 oz.	21.8	
Grapefruit	1.2	63		.4	11.1	6 oz.	16.3	
Orange-gpft. blend	1.0	46		.3	11.1	6 oz.	18.1	
Other concentrates	2/	52		.4	9.9	6 oz.	19.1	
Total	22.4	2,365		15.8	12.6			

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.—Fresh citrus fruit: U. S. total consumer purchases and average prices, August 1951 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying	Total	Per 1,000 capita	Size of average purchase	
	Percent	1,000 boxes	Boxes	Units	
Oranges					
California-Arizona	24.9	1,143	7.6	11.7	44.2
Florida	3.8	149	1.0	11.3	48.3
Texas 1/	-	-	-	-	-
Unidentified	5.6	170	1.2	10.8	43.7
Total	30.9	1,478	9.9	11.6	44.6
Grapefruit					
California-Arizona	3.9	118	.8	3.7	89.8
Florida	1.7	60	.4	3.6	114.8
Texas 1/	-	-	-	-	-
Unidentified	3.3	81	.6	3.4	104.1
Total	8.1	267	1.8	3.6	100.1
Lemons	33.7	497	3.3	7.1	43.5
Limes	3.0	1,125 2/	7.5 2/	8.2	29.4
Total	51.0	2,242 3/	15.0 3/	8.9	

1/ Too few purchases reported for analysis.

2/ Dozens of units.

3/ Totals do not include limes and small purchases of tangerines.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Dried fruit: U. S. total consumer purchases and average prices, August 1951 (4-week period)

Commodity	Purchases				Average price per pound Cents
	: Percentage of all:		: Per		
	: families buying : all families		: 1,000 capita		
	Percent	Tons	Pounds	Ounces	
Apricots	1.6	305.3	4.1	12.8	59.4
Dates					
Domestic	.6	133.1	1.8	13.5	35.2
Imported	1.6	236.5	3.2	9.3	48.7
Unidentified	.2	33.3	.4	13.1	37.3
Total	2.4	402.9	5.4	10.7	43.3
Peaches 1/	-	-	-	-	-
Prunes	7.4	2,638.5	35.2	22.1	27.3
Total 2/	18.3	3,637.7	48.5	18.0	33.0

1/ Too few purchases reported for analysis.

2/ Includes mixed dried fruit, dried apples, dried figs and dried pears, but excludes dried currants and raisins.

Source: National Consumer Panel of Industrial Surveys Company

